

MONTECITO JOURNAL PRESENTS

the R.V.

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BRUCE HEAVIN'S MOONSHOT

Also Inside:

STEVE JOBS
HATED
MONTECITO'S
FAVORITE
ARCHITECT

BEHIND THE
SCENES OF TV'S
JEFFREY KLARIK
& **DAVID CRANE'S**
IDYLIC WRITER'S
RETREAT

Plus:

GEHRY
RADZINER
CORRIGAN
APPLETON
WINICK
DONALDSON

Other R.V.s:

MONACO!
IBIZA!
MOGADISHU?!



*More
Than A
Little Inside >*

Levi's jeans were dyed with natural indigo until after the Civil War when indigo was artificially synthesized in the 1880s by German chemist Adolf von Baeyer, who won the Nobel Prize in 1905. After Baeyer's discovery, for almost the next 150 years, synthetic indigo ran rampant. So of course natural indigo as a Southern crop quickly became no longer economically viable.

Synthetic indigo also took a toll on the earth. As a synthetic product, indigo is petroleum based with the additives of formaldehyde and cyanide. Synthetic indigo also changed the geography of where indigo garments were manufactured, often to third-world countries with fewer restrictions on polluting the earth, its waters, and its ground tables.

Until now

From Ossabaw Island 500 miles west takes us to Memphis, Tennessee, where today a small but fast-growing company Stony Creek Colors is bringing back naturally occurring indigo crops and manufacturing dyes but paying a fair wage, and the process is so clean that the indigo can be processed right in the middle of urban centers – where jobs are needed.

Any clothing manufacturer with environmental consciousness can substitute Stony Creek's dyes for synthetic chemical dyes, which is why Stony Creek has had success partnering with Wrangler jeans and, locally, with both Lucky Brand and Patagonia.

In Northern California, the biotech firm Tinctorium has made great inroads creating deep, natural indigo via the use of engineered bacteria and is collaborating with the designer Adriano Goldschmied of AG Jeans (who sits on their board). And in Japan, which is also indigo obsessed, the company Buisou is making some of the finest Japanese denim using naturally occurring indigo.

Designer Katie Leede is encouraged by the new wave of interest in responsibly sourced fair-wage indigo. Says Leede, "Indigo has so much natural beauty and wonder. The history of its cultivation in this country is obviously fraught. But I feel like with this batch of naturally occurring, sensibly harvested indigo we're finally on a good path – for the planet and for all the organisms that live here. Especially humans."



AYUBA SULEIMAN



FABRICS FROM DESIGNER KATIE LEEDE